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MAR 25 2008

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Applicant: Plow)	Art Unit: 3688
Serial No.: 09/922,201)	Examiner: Lastra
Filed: August 2, 2001)	STL9-2000-0037-US1
For: SYSTEM, METHOD, AND COMPUTER PROGRAM)	March 25, 2008
PRODUCT FOR SELECTIVELY DISPLAYING)	750 B STREET, Suite 3120
INTERNET ADVERTISEMENTS)	San Diego, CA 92101

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RESPONSE TO OFFICE ACTION

Commissioner of Patents and Trademarks
Washington, DC 20231

Dear Sir:

This responds to the Office Action dated March 19, 2008. Move the limitation of now-canceled Claim 2 into Claim 1 as follows. Because this merely moves a dependent claim into an independent claim it should be entered after final.

1176 JAMS